



THE EVENING DIVISION

LOYOLA UNIVERSITY BULLETIN

ADVANCED MANAGEMENT PROGRAM
ANNOUNCEMENTS AND SCHEDULE 1960-1961

New Orleans, La.
VOL. XLII

August, 1960
No. 6



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Ad Majorem Dei Gloriam

LOYOLA UNIVERSITY
NEW ORLEANS

EVENING DIVISION

COURSE OFFERINGS
ADVANCED MANAGEMENT PROGRAM
ANNOUNCEMENTS
AND SCHEDULE

1960 - 1961



LOYOLA UNIVERSITY
6363 St. Charles Avenue
New Orleans 18, La.

SESSION CALENDAR—1960-61

FALL SEMESTER

- September 6-8.....Registration from 6 P.M. to 9 P.M. in the Student Lounge.
September 10.....Registration for Saturday Classes for those students who take only Saturday Classes.
September 12.....Orientation Program, Marquette Auditorium, 7 P.M. to 8:30 P.M. Obligatory for all students.
September 13.....Classes begin.
September 13-19.....80% refund to withdrawals within this period.
September 20.....Last day for late registration.
Sept 19-Oct. 3.....60% refund to withdrawals within this period.
October 4-18.....40% refund to withdrawals within this period.
No refunds after October 18.
October 9.....President's reception for faculty.
November 1.....Feast of All Saints. University Holiday.
November 2.....Mid-Semester Examinations begin. Students whose university financial obligations are delinquent are not eligible to take the examinations.
November 23-27.....Thanksgiving Holidays begin after the last class on Tuesday.
December 8.....Feast of Immaculate Conception. University Holiday.
December 17.....Christmas Holidays start after the last class.
January 3.....Classes resume.
January 16-24.....Final Examinations. Students whose university financial obligations are delinquent are not eligible to take the examinations.

SPRING SEMESTER

- January 26-27.....Registration of new students.
January 30.....Classes begin.
Jan. 30-Feb. 6.....80% refund to withdrawals within this period.
February 3.....Last day for late registration.
Feb. 7-21.....60% refund to withdrawals within this period.
Feb. 13-14.....Mardi Gras Holidays.
February 15.....Latest date for application of candidates for degrees to be conferred in May. Graduation fees due.
Feb. 22-Mar. 7.....40% refund to withdrawals within this period.
No refund after March 7.
March 20.....Mid-Semester Examinations begin. Students whose university financial obligations are delinquent are not eligible to take the examinations.
March 29.....Easter Holidays begin after the last class.
April 4.....Classes resume.
May 11.....Ascension Thursday. University Holiday.
May 15.....Senior Examinations begin.
May 24.....Final examinations begin. Students whose university financial obligations are delinquent are not eligible to take the examinations.
May 31.....Commencement Exercises.

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Vol. XLII

August, 1960

No. 6

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LOYOLA UNIVERSITY

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GENERAL STATEMENT

The Evening Division of Loyola University has been established for the convenience of those men and women who wish to continue their education or broaden their cultural backgrounds. It is open to students of all denominations.

The Evening Division welcomes and encourages not only those students seeking baccalaureate degrees but also those students who, while not seeking a degree, feel the need of additional academic training. Such a non-degree student may select those subjects in the fields of Arts and Sciences or Business which he feels best meets his cultural or professional educational requirements.

ENTRANCE PROCEDURE

CREDIT

Credit implies a course of study that leads to a college degree. To enroll in such a program the applicant must have on file with the University an official application for admission and a complete academic record of all previous high school and college work. Furthermore, he must have been notified in writing that his credentials met the entrance requirements of the Evening Division and that, therefore, the applicant was accepted as a credit student. If these two requirements (records on file and notification of acceptance) are not met, it is impossible to register in a credit program.

NON-CREDIT

Anyone interested in any of the courses offered in the Evening Division may register for them on a non-credit basis. In this type of program, no formal application for admission is necessary and no academic records are required. The applicant simply presents himself on the night of registration and schedules the courses that appeal to him. Such a student must do the assignments, take the tests and in general apply himself in the same manner as a credit student. At the end of the course he will receive a grade. The only difference between the credit student and the non-credit student is that one is working for a college degree and the other is not. One follows a definite program of studies while the other picks his courses as he sees fit.

If, after taking a couple of courses, the non-credit student would like to start working on a college degree, he may change his status from non-credit to credit by supplying the University with an application for admission and a copy of all previous academic records. If the records warrant his admission as a credit student, he will not only be transferred to that category but all of the courses satisfactorily completed on a non-credit basis will be accredited and applied to a degree program.

Application for Admission as Credit Students

Application for admission accompanied by proper credentials must be filed with the Registrar at least three weeks prior to the Registration date for the Fall and Spring.

Applications will be accepted after these dates but until the required official transcripts have been received and evaluated, registration is conditional and is made at the student's own risk.

The University reserves the right to refuse admission to applicants whose previous work is of such a grade as to create a doubt regarding their ability to pursue successfully their scholastic work in the University.

Students should be present on the opening day of classes. They will not be admitted after the first five class days.

Methods of Admission

Admission as a *matriculated student to the Evening Division may be obtained by one of the following methods:

1. By certificate or diploma of graduation from an approved high school.
2. By examinations.
3. By transfer from another university or college of recognized standing.

Admission by Certificate: Admission without examination is granted to students who have graduated with a minimum of fifteen acceptable units from any high school accredited by a recognized standardizing agency, or by the State Board of Education, or by the State University of the State in which the high school is situated. The application for admission must be accompanied by a certificate from the high school showing the quantity and quality of work accomplished by the applicant and giving information about his personality, character, and health.

An applicant graduating in the lower third of his high school graduating class may not be admitted to the Evening Division as a general rule. The Committee on Admissions is empowered to grant admission to such applicants by exception, with the provision that the student be placed on probation for one semester. His continuance in the Evening Division will depend upon the quality of work accomplished during the first semester.

Admission by Examinations: An applicant who is not entitled to enter by certificate, as stated above, may be admitted on the basis of entrance examinations in English and Mathematics and of

*A matriculated student is one who has fulfilled all entrance requirements, paid all fees that are due, and is pursuing regular courses leading to a degree.

a general intelligence test. These examinations are held in July and September. Applications for these examinations should be made to the Registrar of the University at least two weeks in advance.

Admission to Advanced Standing: Advanced standing will be given, at the discretion of the Committee on Admissions and Classification, to an applicant who has fulfilled the high school requirements for admission and in addition presents a transcript of college credits certified by the proper official of the college or university attended showing all the scholastic work done in that institution and in all other institutions of collegiate rank previously attended, and giving the student honorable dismissal. Credits presented from a non-accredited institution will be accepted rarely, at the discretion of the Committee on Admissions and Classification, and only if the student has made satisfactory grades in his first semester's work at Loyola University Evening Division.

No transfer student will be accepted unless he has attained a "C" average for all hours attempted during the preceding year at the college from which he transfers, has a general "C" average for all hours attempted previously in college, and no faculty action has been taken against him. Credits presented for work done by correspondence will not be accepted.

Admission Requirements

For admission to the Evening Division as a degree student, at least fifteen acceptable high school units are required of which twelve must be in strictly academic courses. In general, these units should show several sequences of subject-matter adapted to the course to which admission is sought.

All students must present the following units:

	Units
*English	4
History, Civics	2
**Mathematics	2
Science	1
***Electives	6
Total	15

*One unit in English may be replaced by a unit in Speech or Journalism.

One unit of Mathematics **MUST be Algebra.

***The six elective units may be earned in the subjects named above, or may be earned in any subject included in the curriculum of any accredited high school, except such subjects as physical education, military training, etc.

FEES

The tuition fee for all courses in the Evening Division is \$20.00 per semester hour, except for accredited teachers and members of a religious community.

For accredited teachers who are at present engaged in teaching, the tuition is \$15.00 per semester hour. The Teacher's Certificate accompanied by a statement of present employment should be presented for inspection at the time of registration.

For students who are members of a religious community, the charges are \$10.00 per semester hour.

A matriculation fee of \$5.00 is charged when a degree student registers for the first time.

All students are charged a registration fee of \$5.00 **each time** they register.

Additional fees, as follows, are charged when applicable:

Conditional examination fee	\$ 2.00
Late Examination fee	2.00
Transcripts (after first)	1.00
Graduation fee	25.00
Cap and gown deposit (refundable)	30.00

Tuition and assessed fees are payable the semester in advance, that is, at registration time in September for the Fall Semester, and at registration time in January for the Spring Semester.

Until a student's indebtedness is paid in full, no transcript of his credits or record of his work will be released from the University.

The Graduation Fee and the Cap and Gown Deposit is payable by seniors on the date designated in the session calendar. The full Cap and Gown Deposit will be refunded provided the Cap and Gown are returned in good condition immediately after graduation. If they are returned more than two months after graduation, only \$10.00 will be refunded.

The Late Examination Fee will be charged for any examination taken later than the assigned date, no matter what the excuse. Except for sickness, no late examination will be given unless permission is obtained from the Director prior to the regularly scheduled examination.

A fee of two dollars will be charged for every change of course, after the student's schedule has been completed.

REFUND POLICY

It is the sole duty of the individual, in case of official withdrawal from the College, to make formal application to the Finance Office for any refund of tuition. Refunds are determined, not according to the amount already paid by the student, but according to a percentage of the total tuition payable in the semester in which the student withdraws. Refunds are made on the following basis:

Within first week of semester.....	80%
One week to three weeks of semester.....	60%
Three weeks to five weeks of semester.....	40%
No refund after five weeks.	

No refunds are made when a student is suspended, dismissed for disciplinary reasons, or fails to pass in prescribed or elected courses.

Special consideration regarding refunds will be given to students either voluntarily entering the Armed Services or being drafted.

SCHOLARSHIPS

Retirement Scholarship: As a small token of appreciation for the tremendous contributions made to the welfare of our community by the older generation, the Evening Division offers free tuition to all persons sixty-five years of age or older. The only cost is the fees and the textbooks.

For Wives: In the interest of better family life, the Evening Division offers a two-third tuition scholarship to those wives whose husbands are also enrolled in the Evening Division or any of the Professional Schools of the University. Such wives are free to take any of the offerings of the Evening Division. They simply pay the usual fees and one-third of the tuition.

These scholarships apply to the Evening Division only. They do not include the offerings of any other college or division of the University.

GRADUATION HONORS

Graduation honors are computed according to the quality point system. A student's graduation average is determined by dividing the total number of quality points earned by the total number of semester hours attempted by the student during his entire course. Semester hours carried include all hours attempted, excluding authorized withdrawals, but including all attempts at a course which has been repeated in order to raise the total of quality points. A student who has made an average of 3.5 graduates cum laude; one who has made an average of 3.7 magna cum laude; one who has made an average of 3.9 summa cum laude. Record of these honors is inscribed on the diplomas and noted in the list of graduates published for the Commencement Exercises. Students who carry nine or more semester hours and earn any of the above averages during any semester will be added to the honor roll for that semester and be given proper publicity.

ADMINISTRATIVE PROCEDURE

Students whose absences exceed 300 minutes per semester cannot receive academic credit.

An absence does not exempt a student from tests or other written work required during the period of absence. The responsibility for making up work or for taking omitted tests rests wholly upon the student.

Students are held responsible for reading daily all notices on the bulletin boards. Their failure to do so will not be accepted as an excuse for not being guided by official announcements.

All regulations that apply in general to students of other schools and colleges of the University apply in similar manner to students in the Evening Division. These regulations are to be found in the General Bulletin of Loyola University, which any student may obtain from the Registrar of the College of Arts and Sciences upon request.

GRADES AND REPORTS

A report of the semester grades made by a student in his scheduled subjects is sent to the student at the middle and end of each semester. Other reports will be sent by the Dean whenever he judges it advisable to do so.

Grades are reported as follows: "A," excellent; "B," very good; "C," good; "D," merely passing; "F," failed; "FE," failure because of excessive absences; "W," withdrawal from subject course with permission; "WF," failure because of withdrawal from subject course without permission.

Semester grades are determined as follows:

Pre-examination work in first half of semester.....	20%
Mid-Semester Examination	20%
Pre-examination work in second half of semester.....	20%
Final Examination	40%

Official grades are expressed in letters, not numbers. The numerical values of the letters used are as follows: A—93 to 100; B—85 to 92; C—77 to 84; D—70 to 76; F—0 to 69.

SCHOLASTIC STANDING

The standing of a student is computed on all hours attempted, including elementary languages, but excluding authorized withdrawals. All attempts at a course which has been failed and repeated or which has been repeated to raise the quality of work will be counted in computing a student's scholastic standing.

QUALITY OF WORK

A candidate for a degree must present not only the character and quantity of work, but he must attain a certain standard of excellence in his work, especially in his major and minor areas of concentration. Hence, the candidate for a bachelor's degree must earn, in addition to the minimum of 128 semester hours of credit, an average grade of "C" or better. Moreover, a student must make a "C" average in each area of his field of concentration and a "C" average in upper division courses contained in each area.

QUALITY POINT RATING

No student will be permitted to graduate unless he has established a quality point average of 2.0 in his work towards the desired degree.

N. B. The quality point average is determined by dividing the total of quality points earned by the total hours attempted exclusive of failures.

Quality points are earned in the following manner: for the grade of "A," in a subject course, the student is credited with four times as many quality points as semester hours allowed for that course; for the grade of "B," three times as many quality points as semester hours; for the grade of "C," twice as many quality points as semester hours; for the grade of "D," the same number of quality points as semester hours; for the grade of "F," no quality points are merited.

With the special permission of the Dean, a student may repeat a course already successfully completed with a grade of "C" or "D" in order to better the quality of his work. No third attempt will be allowed. Courses in which a grade of "B" has been earned may not be repeated. In computing the student's general average and quality point average in the major field, all attempts will be counted. In computing the quality point average in the minor fields, only the higher grade will be counted in the case of courses which have been repeated.

CLASSIFICATION OF STUDENTS

Those students are ranked as Sophomores who have credit for twenty-four semester hours; Juniors, those who have fifty-six semester hours; Seniors, those who have ninety-two semester hours.

REQUIREMENTS FOR UNDERGRADUATE DEGREES

1. Semester Hours and Field of Concentration—To receive a baccalaureate degree, a student is required to complete at least 128 semester hours, distributed normally throughout eight semesters in such manner as to include in his last four semesters a field of concentration consisting of 30 to 36 semester hours of upper division work in related courses, 18 of which must be taken from one field and 12 from one or more related fields.

2. Students who have transferred from another college must complete their last 32 hours and 50 per cent of their field of concentration in residence.

3. Students who wish to schedule courses at other colleges and have such courses recognized as partial fulfillment of their Degree Program at Loyola must obtain the written permission of the Director before such courses are scheduled.

4. Failure to obtain such written permission will render the courses unacceptable to Loyola. Courses in which a grade of "D" is earned will not be accepted as transfer credit.

ELIGIBILITY FOR GRADUATION

(1) At the beginning of the scholastic year in which the candidate expects to complete the work required for his degree he must present to the Registrar a formal application for that degree.

(2) Before the date designated in the Session Calendar, the candidate must pay his graduation fee and discharge all other financial indebtedness to the University.

(3) All candidates for degrees must be present at the Award Night Ceremonies, at the Baccalaureate Services and the Commencement Exercises. Absence from any one of these exercises will render the candidate ineligible for Graduation. The University will not confer degrees **in absentia**.

WITHDRAWAL

A student who withdraws from the University before taking the final examinations, forfeits all credit for work done in that semester.

Permission for official withdrawals must be obtained from the Director of the Evening Division. Failure to do so will automatically incur a grade of WF for all courses and jeopardize chances for reentrance into the Evening Division.

STUDENT ACTIVITIES

Adult Education, by its very nature attracts a high type of person. The Evening Division is proud of its students. It believes that one of the big advantages of adult education is the opportunity it affords the students to become acquainted with each other. Therefore, the Office of the Director not only encourages, but even assists in arranging all types of student activities and organizations.

Sodality: This religious organization is for the Catholic students, both men and women. It meets once a month and arranges its own religious and social activities.

Student Council: The Evening Division student body chooses representatives to the University Student Council.

Evening Division Student Committee: The membership of this committee is made up of volunteers from among the student body. It elects its own officers and determines its own activities. It looks out for the welfare of the student body and acts as a liaison body between the Office of the Director and the student body. It also arranges and manages most of the social activities.

Social-Service Organization: The membership of this group is made up of and open to all Evening Division students. It elects its own officers and arranges its own activities. The purpose of this organization is to promote a spirit of charity to underprivileged children of various institutions and to promote social functions.

DEGREE PROGRAMS

Bachelor of Social Sciences

Majors in English, History, Political Science, Journalism, Sociology, Expression.

FRESHMAN		Sem. Hrs.
Course No.		
English	101-102.....	6
Expression	101-102.....	6
History	101-102.....	6
Language	101-102 (Mod.)	6
Social Sciences		6
Theology**		6
		36

SOPHOMORE		
English	201-202.....	6
History	201-202.....	6
Language	201-202 (Mod.)	6
Mathematics	102-112.....	6
Philosophy	201-202.....	6
Theology**		3
		33

JUNIOR		
Philosophy	203-301.....	6
Social Sciences		6
Science		8
Field of Concentration		12
		32

SENIOR		
Philosophy	302-303.....	6
Social Sciences		3
Field of Concentration		18
		27

Bachelor of Commercial Science

Majors in Accounting, Management, Marketing, Economics.

FRESHMAN

Course No.		Sem. Hrs.
English	101-102.....	6
History	101-102.....	6
or		
Language	101-102.....	6
Mathematics	102-112.....	6
Economics	104-105.....	6
Accounting	101-102.....	6
Theology**		6
		36

SOPHOMORE

English	201-202.....	6
History	201-202.....	6
or		
Language	201-202.....	6
Philosophy	201-202.....	6
Economics	201-202.....	6
Accounting	205-206.....	6
Theology**		3
		33

JUNIOR

Philosophy	203-301.....	6
Finance	305-307.....	6
Management	311.....	3
Bus. Comm.	304.....	3
Electives***		10
		28

SENIOR

Philosophy	302-303.....	6
Bus. Law	305-306.....	6
Economics	331.....	3
Management	334-337.....	6
Marketing	301.....	3
Electives***		10
		34

*Accounting 104 may be substituted for Mathematics 102 or 112.

**Nine hours of Theology required of all Catholic students. Others may substitute these hours with the approval of the Director.

***All electives must be upper division business courses. The only exception is Expression and three hours of it may be used as an elective.

PRE-LEGAL STUDENTS

Applicants for admission to the School of Law must be of good character. They must have completed their eighteenth year at the time of registration and must present satisfactory proof that they have completed three years of acceptable college work. The prerequisites for pre-law school training are fixed according to the standards of the Association of the American Law Schools and the American Bar Association. All of the work necessary to meet these prerequisites can be done in the Evening Division.

Students in the Evening Division, who wish to enter the School of Law, are advised to study subjects in the field of social sciences, English literature and composition and philosophy. It is advisable for such students to investigate the possibilities of a combined degree program as outlined below.

Combined Degrees: A student who has completed the Junior year in the Evening Division may enter upon his professional studies and after one year of such studies may receive a degree from the Evening Division provided he has fulfilled the following requirements: (1) Before transferring to the professional studies he must have completed all the courses of the Evening Division specifically required for the academic degree and must file a formal application for the degree in the Office of the Evening Division; (2) he must have been registered during the entire year as a Senior in the Evening Division and as a First Year student or Freshman in the professional school in which he is taking his professional studies, and his program of first year studies in the professional school must have been approved at the beginning of the session by the Director of the Evening Division; (3) he must have completed successfully the first year of his professional studies as required by the professional studies in that school; (4) he must not be under any official censure either in the Evening Division or in the professional school; (5) he must see that an official record of the studies which he has taken and the grades he has made in them during the first year of professional studies, together with a statement that he has been promoted to the second year of professional studies and that he is not under any official censure in the professional school, be sent by the Dean of the professional school to the Director of the Evening Division. Combined degrees will not be granted after a student has begun his second year in the professional school.

Such a candidate for a degree from the Evening Division must be present with the other candidates for degrees at the Award Night Ceremonies, the Baccalaureate Service, and the Commencement Exercises of the University.

Absence from any one of these services will render the candidate ineligible for graduation. The University will not confer degrees in absentia.

COMBINED DEGREE PROGRAMS**Bachelor of Commercial Science
Pre-Legal**

(The first year of Law School satisfies the balance of the requirements.)

FRESHMAN

Course No.		Sem. Hrs.
English	101-102.....	6
Mathematics	102-112.....	6
History	101-102.....	6
or		6
Language	101-102.....	6
Economics	104-105.....	6
Accounting	101-102.....	6
Philosophy	201-202.....	6
Theology**		6
		42

SOPHOMORE

English	201-202.....	6
Philosophy	203-301.....	6
History	201-202.....	6
or		6
Language	201-202.....	6
Economics	201-202.....	6
Accounting	205-206.....	6
Theology**		3
		33

JUNIOR

Philosophy	302-303.....	6
Management	311.....	3
Management	334.....	3
Management	337.....	3
Marketing	301.....	3
Bus. Comm.	304.....	3
Economics	331.....	3
Finance	305-307.....	6
		30

**Bachelor of Social Sciences
Pre-Legal**

(Major in History, Sociology, English, Languages, Latin, Philosophy. The first year of Law School satisfies the balance of the requirements.)

FRESHMAN

Course No.		Sem. Hrs.
English	101-102.....	6
History	101-102.....	6
Latin	103-104.....	6
or		6
Expression††	101-102.....	6
Language	101-102.....	6
Mathematics	102-112.....	6
Philosophy	201-202.....	6
Theology**		6
		42

SOPHOMORE

English	201-202.....	6
Sociology	101-102.....	6
Latin	201-202.....	6 or 8
or		6 or 8
Science††		6
Language	201-202.....	6
Philosophy	203-301.....	6
Theology**		3
		33 or 35

JUNIOR

Philosophy	302-303.....	6
Sociology or History		6
Major Subject		12
Minor Subject		6
		30

SUMMER SESSION

Major Subject		6
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*Accounting 104 may be substituted for Mathematics 112.

**Nine hours of Theology required of all Catholic students. Others may substitute these hours with the approval of the Director.

††E.S.S. Program Requirement.

CERTIFICATE PROGRAMS

All certificate program courses are conducted on a college level. All such courses, with only a few exceptions, can be transferred to a degree program with full credit, if the student so wishes and is able to fulfill the degree requirements.

In order to qualify for a certificate, the student must earn a "C" average.

Listed below are eight certificate programs. Changes in these programs or combinations of one or more or even additional programs can be arranged with the Director of the Evening Division. In offering these certificate programs, it is the wish of the Evening Division to tailor them as closely as possible to the individual needs of each student. Therefore, close cooperation between the Director of the Evening Division and the student is not only welcome, it is essential.

The Junior and Senior Certificates in Administrative Services are offered in cooperation with the Noma Chapter of the National Office Management Association. The Junior Certificate will be awarded by Noma but the Senior Certificate will be awarded by both Noma and the Evening Division of Loyola University.

ACCOUNTING

Course No.		Sem. Hrs.
Elementary Accounting	101-102.....	6
Intermediate Accounting	205-206.....	6
Advanced Accounting	303-304.....	6
Business Law	305-306.....	6
Economic Principles and Problems	201-202.....	6
Basic English	101-102.....	6
Corporation Finance	307	3
Theology*		6
Accounting Electives		18
		63

ADMINISTRATIVE SERVICES—JUNIOR CERTIFICATE

Course No.		Sem. Hrs.
Basic English	101-102.....	6
Business Written Communications	304	3
Economic Principles and Problems	201-202.....	6
Elementary Accounting	101-102.....	6
Electives		9
		30

*Theology required of all Catholic students. Others may substitute these hours with the approval of the Director.

ADMINISTRATIVE SERVICES—SENIOR CERTIFICATE

Course No.		Sem.	Hrs.
Basic English	101-102.....		6
Business Written Communications	304		3
Economic Principles and Problems	201-202.....		6
Elementary Accounting	101-102.....		6
Intermediate Accounting	205-206.....		6
Business Mathematics	104		3
Personnel Management	334		3
Fundamentals of Public Speaking	101		3
Advertising Principles	307		3
Public Relations	342		3
Electives			18

—
60**ARTS**

Course No.		Sem.	Hrs.
Art Appreciation	101		3
Basic English	101-102.....		6
Survey of World History	101-102.....		6
Survey of U. S. History	201-202.....		6
Logics & Critics, Metaphysics I	201-202.....		6
Introductory Sociology, Social Institutions	101-102.....		6
Theology*			6
Electives (En., Hs., Sl. or Ex.)			15

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54**EXECUTIVE SECRETARY**

Course No.		Sem.	Hrs.
Elementary Accounting	101-102.....		6
Business Written Communication	304		3
Business Law	305-306.....		6
Economic Principles and Problems	201-202.....		6
Basic English	101-102.....		6
Fundamentals of Public Speaking	101		3
Money and Banking	305		
or			
Corporation Finance	307		3
Shorthand			6
Typing			4
Theology*			6
Management electives			15

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64

*Theology required of all Catholic students. Others may substitute these hours with the approval of the Director.

MANAGEMENT

Course No.		Sem. Hrs.
Elementary Accounting	101-102.....	6
Business Communications	207	3
Business Written Communications	304	3
Business Law	305-306.....	6
Economic Principles and Problems	201-202.....	6
Basic English	101-102.....	6
Introduction to Marketing	301.....	3
Advertising Principles	307	3
Theology*		6
Management Electives		18
		—
		60

MARKETING

Course No.		Sem. Hrs.
Elementary Accounting	101-102.....	6
Business Written Communications	304	3
Economic Principles and Problems	201-202.....	6
Basic English	101-102.....	6
Fundamentals of Public Speaking	101-102.....	6
Introduction to Marketing	301	3
Public Relations	339-342.....	6
Theology*		6
Marketing Electives		18
		—
		60

RADIO AND DRAMATICS

Course No.		Sem. Hrs.
Basic English	101-102.....	6
English Literature	201-202.....	6
Public Speaking	101-102.....	6
Dramatic Interpretation	201-202.....	6
Public Speaking and Debate	203-204.....	6
Theology*		6
Electives		24
		—
		60

*Theology required of all Catholic students. Others may substitute these hours with the approval of the Director.

COURSE OFFERINGS

A Minimum of 10 Non-Scholarship Students Is Required in Each Course

Lower division courses are numbered from 100 to 299; Upper division courses are numbered from 300 to 399.

ART

Art 301-2 Art and Civilization This course is a history of world painting, sculpture, and architecture from primitive to modern times explained in terms of its sociocultural background. It may be used as social science or history in several of the degree programs. 6 sem. hrs.

ENGLISH

En. 101 Basic English Rapid grammar review and introduction to accurate and comprehensive reading; introduction to research; the research paper. 3 sem. hrs.

En. 102 Basic English Continuation of comprehensive reading; introduction to literary readings and forms; language as communication on all levels. 3 sem. hrs.

En. 201 A Survey of English Poetry and Prose Political, intellectual, and religious background from Beowulf to the Romantics. The course is required of all Sophomores. 3 sem hrs.

En. 202—A Survey of English Poetry and Prose From the Romantics to the present day. This course is required of all Sophomores. 3 sem. hrs.

En. 361 Modern Drama The major movements, plays and playwrights in the growth of the modern theater: The rise of Realism. The Problem Play, Naturalistic, Symbolic and Poetic Drama. Including Isben, Strindberg, Shaw, Synge, O'Casey, T. S. Eliot, Arthur Miller, and Tennessee Williams. 3 sem. hrs.

En. 391 The Modern Novel A study of some of the great novels and novelists of modern times, with special emphasis on the changes in fictional techniques and subject matter since the break with Victorianism: Realism, Naturalism, Stream of Consciousness, The Sociological Novel, The Psychological Novel. Including James, Conrad, Joyce, Hemingway and Faulkner. 3 sem. hrs.

EXPRESSION—RADIO—TELEVISION

Ex 101-102 Fundamentals of Speech Study of elemental factors governing good speech content and speaking habits in address; expressive English, correct and distinct oral diction, vocal form, posture, platform manners; analysis of the relation between voice and personality; developing poise and freedom of bodily movement. 3 sem. hrs.

Ex. 201-202 Interpretative Speech A complete course in self expression beginning with the fundamentals of good speech and extending through the techniques of interpreting the written word for an audience. Students will be required to record various roles in class for play-back and discussion. This course is designed for persons interested in radio, television, film and theater as well as those seeking self confidence in public speaking. Students may enroll for Ex. 202 without having had Ex. 201. 6 sem. hrs.

Ex. 203-204 Debating The types of public address and the basic forms of support; audience analysis and motivation; introduction to the principles of logic persuasion as applied in group discussions and debates; functions of the chairman, participants, audience; parliamentary law; the forum and panel types of discussion. 6 sem. hrs.

Ex. 308 Contemporary Theater Studies current influences and trends of play writing and play production for amateur and professional stage; artistic and technical development from 1900 to the present; selected types and styles of plays. 3 sem. hrs.

Ex. 309a-309b Play Direction and Production A course for the theater minded; those that are interested in acting, producing, directing or just backstage work such as props, makeup, lighting, sound, and the many other facets of theater production. Actual demonstrations of techniques used in the production of plays will be demonstrated. Field visits to local theater groups in rehearsal will be made. Short plays will be analysed and produced. Students will have opportunity to participate in the annual production given by the Evening Division. 6 sem. hrs.

Ex. 310 Advanced Acting A continuation of Ex. 202 for greater facility in the expression of character and emotional reaction through the study of a wide variety of roles. The presentation of an outstanding character interpretation will be required of each student. 3 sem. hrs.

HISTORY AND POLITICAL SCIENCE

Hs. 101 Survey of World History I The purpose of this course is to give an introductory view of history as a whole. In this semester, early civilizations are studied in their political, economic, social, and religious aspects, and their contributions to modern civilization evaluated. 3 sem. hrs.

Hs. 102 Survey of World History II In this semester, past movements are coordinated with present civilization by studying the present in the light of the past. Special emphasis is placed throughout on the unity and continuity of history. 3 sem. hrs.

Hs. 201 Survey of United States History I Discoveries and settlements; French and Indian wars; economic development; independence; the "Articles" and the "Constitution"; era of Jefferson; westward movements; the "American system"; the "reign" of Jackson; the Civil War. 3 sem. hrs.

Hs. 202 Survey of United States History II Reconstruction; economic and social developments; imperialism; agriculture vs. industry; growth of monopolies and trusts; World War I; the New Deal; American interest in world affairs; World War II, toward Internationalism. 3 sem. hrs.

Hs. 377 The Rise of Modern America 1877-1918 An analysis of the emergence of the United States as a great industrial nation and as a major power in international affairs. Particular attention will be given to the development of the conservative and liberal ideologies and to the Progressive Movement as the backdrop for domestic reform and American participation in World War I. 3 sem. hrs.

Hs. 378—The U. S. Since World War I, 1918- A study in the evolution of the United States from isolationism to involvement in World War II, and of her response to the political and economic ideologies of a world between two wars. 3 sem. hrs.

Psc. 101 American Government I Structure, development, powers, and limits of the federal government; underlying principles and relationship of executive, legislative, and judicial departments; organization, functions, and powers of various branches and bureaus of government; revenues, expenditures, and debts; federal regulation and control. 3 sem. hrs.

Psc. 102 American Government II State and local governments in the United States; structure and composition; powers and limitations of the lesser governmental units; workings of the state executive, legislative, and judicial branches; state administration and finance; changing relations between the nation and the states; types of municipal organization; county, parish, township, villages, and special districts. 3 sem. hrs.

JOURNALISM

Jr. 201 News Writing Elements of news; the lead, style and structure of news stories; news sources; intensive practice in writing leads and the simpler types of stories. Writing done during the laboratory periods is checked and corrected and each student is offered the opportunity for personal conference with the instructor several times during the semester. 3 sem. hrs.

Jr. 202 News Reporting A continuation of Jr. 201. Emphasis is on developing news judgment and craftsmanship along with skill in the reporting and writing of more complex types of news stories.

By lecture and round table discussion, the student is taught how to understand the various types of news events, how to cover them, and how to write the story. 3 sem. hrs.

Jr. 203-204 News Editing Lectures and intensive practice in copy reading for errors of fact, of English, and of newspaper style; headline writing; news values and policy; page layouts and make-up; reader interest. 6 sem. hrs.

LANGUAGES

Fr. 101-102 Elementary French The essentials of French. The course advances through graded reading and composition. 6 sem. hrs.

Sp. 201-202 Intermediate Spanish Review grammar, selected readings in Spanish, collateral readings and compositions. 6 sem. hrs.

MATHEMATICS

Mt. 102 Algebra (For the non-science major) Fundamentals of algebraic operations, equations and their solutions, functions and their graphs, exponents and radicals. Course is intended to teach students techniques and skills in the use of algebra as a tool. Illustrative examples, supplementary notes, graphical representations, proofs and exercises are generously used throughout the course. 3 sem. hrs.

Acc. 104 Business Mathematics Application of basic mathematics to business problems: fractions; ratios and proportion; simple and compound interest; trade discounts; application of annuity principles. 3 sem. hrs.

Mt. 112 Finite Mathematics A course covering topics from Modern Algebra, the Calculus, and Analytic Geometry. Topics such as the following are discussed: theory of sets and subjects; vectors and matrices; stochastic processes; Markov chains; linear programming and the theory of games. Derivatives and integrals of polynomials, with applications; derivatives and integrals of exponential functions, logarithms, trigonometric functions, and general powers; elementary topics from analytic geometry. This course is taken by those who will take no further courses in Mathematics. 3 sem. hrs.

PHILOSOPHY

Pl. 201 Logic and Critics A survey of dialectics with exercises in reasoning followed by a study of the truth of thought, the sources of cognition and the criteria of truth. 3 sem. hrs.

Pl. 202 General Metaphysics A study of being, its primary determinations and transcendental attributes; the divisions of being; the principle of casuality. A study of corporeal substance; its properties, quantity, motion, space, time, change, the laws of nature; its constituents, atomism, dynamism, hylomorphism. 3 sem. hrs.

Pl. 302 General Ethics A philosophical study of the nature and general principles of moral conduct. God as the end of man, the norm of morality, conscience, the nature of rights and duties, positive and natural law. 3 sem. hrs.

Pl. 303 Individual and Social Ethics A study of the duties of the individual as an individual and as a member of society. Man's duties to God, to himself, to his neighbor; the origin and limitations of private property; society and its different kinds. 3 sem. hrs.

SCIENCE

Bl. 103 Cultural Biology This is a lecture and demonstration course involving no laboratory work. It cannot be used in any science degree program. 4 sem. hrs.

Ph. 103 Introductory Physics This is a lecture and demonstration course involving no laboratory work. It cannot be used in any science degree program. 4 sem. hrs.

SOCIOLOGY

Sl. 101 Introductory Sociology Basic concepts and empirical data concerning human relations in society. 3 sem. hrs.

Sl. 102 Social Institutions Study of social processes, community life and basic institutions. 3 sem. hrs.

Sl. 205 Social Problems I Maladjustments centered in the American industrial economy and flowing from it. 3 sem. hrs.

Sl. 206 Social Problems II General course in social problems with emphasis on delinquency, health, child welfare, race relations and population. 3 sem. hrs.

Sl. 301 Urban Sociology The development of institutional adjustments to modern city life. 3 sem. hrs.

Sl. 319 Crime and Juvenile Delinquency Scientific approach to the causes, prevention and correction of criminality. 3 sem. hrs.

THEOLOGY

Th. 209 Principles of Catholic Morality; the Church's Authority in teaching Sound Morality 3 sem. hrs.

Th. 210 Dogma I: Mysteries of Faith, Trinity, Original Sin, Incarnation and Redemption 3 sem. hrs.

BUSINESS AND RELATED FIELDS ACCOUNTING

Acc. 101 Elementary Accounting No Prerequisite. Meaning and Purpose of Accounting. Purpose and forms of the Principal Accounting Statements. Recording of transactions in Journals and Ledgers. Special journal registers. Accounting for Interest, Prepaid, Unearned and Accrued Items. Asset Valuation. 3 sem. hrs.

Acc. 102 Elementary Accounting Accounting for Payrolls. Taxes. Partnerships organization, operation, dissolution, and liquidation. Corporation formation, operation, earnings, surplus, dividends, stocks and bonds. Departmental and Branch accounting. Manufacturing and Cost Accounting. Additional financial statements, schedules and analysis. 3 sem. hrs.

Acc. 104 Business Mathematics Designed to help students attain a high degree of facility in fundamental arithmetic operations and a clear understanding of algebraic principles. First chapters of the text provide a comprehensive review of the fundamental arithmetic operations as well as a enlarged review of the algebraic principles usually taught in secondary schools. The remainder of the course is devoted to simple interest, discount and merchandising mathematics. Emphasis is placed on the application of mathematics principles in the solution of business problems. 3 sem. hrs.

Acc. 205-206 Intermediate Accounting Form and content of financial statements; partnership and corporation accounting; theories of valuation; comparative statements; analysis of financial statements; correction of errors; variations of net profits; application of funds; practical problems. Laboratory drill. 6 sem. hrs.

Acc. 303 Advanced Accounting Partnership accounting, organization, dissolution, liquidation, including changing of one or more partners. Venture, accounting, Consignments, Installments, and Insurance. Statement of Affairs. Receiverships. Compound Interest and Annuities. Estates and Trust. 3 sem. hrs.

Acc. 304 Advanced Accounting Home Office and Branch Accounting. Parent and Subsidiary Accounting with consolidated Balance Sheets and P & L Statements, equity method, cost or legal basis, and Modified Cost method of consolidations. 3 sem. hrs.

Acc. 314 Federal Tax Accounting This course is designed to provide a comprehensive explanation of the Federal tax laws, and to provide training in the application of the tax principles embodied in the tax laws to specific problems. Particular emphasis is laid on the income tax provisions of the tax laws as they apply to individuals, partnerships and corporations. This course further includes a study of the techniques involved and problems encountered in the preparation and filing of returns and payments of taxes. 3 sem. hrs.

Acc. 315 Elementary Cost Accounting An introductory course emphasizing principles of accounting as applied to the problems of scientific accumulation of manufacturing costs. It embraces an inquiry into the methods of accounting for materials, labor and overhead under a job-order system and to determine per unit costing under a continuous process cost system. 3 sem. hrs.

Acc. 316 Advanced Cost Accounting This course is a continuation of Accounting 315; the special cost problems; by-products, co-products and joint-products; inventory difficulties and complexities; distribution costs; standard costs are also treated.

3 sem. hrs.

Acc. 321-22 C.P.A. Coaching The C.P.A. review course — this course covers the three Accounting Parts of the C.P.A. examination, namely, Accounting Theory, Accounting Practice (Problems) and Auditing. The approach is such that each balance sheet item (as differentiated from general balance sheet classifications) is covered from a theoretical, auditing, and practical viewpoint within the framework of the same discussion. The special problems area (i.e. partnerships, consolidations, etc.) is reviewed in the light of underlying principles and from the viewpoint of the mechanics of problem solution. The classroom activity is approximately 85% lecture and discussion. Problem working is primarily assigned for work at home. In addition to standard texts the course uses various monographs by leading figures in the field and numerous publications of the American Institute of Certified Public Accountants, notably the Accounting Research Bulletins and the Codification of Auditing Standards.

Acc. 323 Auditing Principles This course covers both the accepted principles and practices of auditing that underlie balance sheets, detailed and continuous audits and special investigations. Discussion is supplemented with problems and questions applicable to audits.

3 sem. hrs.

Acc. 324 Auditing Problems This course comprises a complete audit case, emphasizing procedures in the proper conduct of an audit and other details consistent with good audit practice. The student is required to prepare a complete set of audit working papers and to write a formal audit report for a typical Balance Sheet Audit. Prerequisite: Acc. 323.

3 sem. hrs.

BUSINESS COMMUNICATIONS

B.C. 304 Business Written Communications Principles of business correspondence; emphasis on structure and content of different types of written communications; business report analysis; assigned problems.

3 sem. hrs.

B.C. 306—Report Writing A thorough study of report writing in both the technical and non-technical business fields.

3 sem. hrs.

BUSINESS LAW

B.L. 305 Business Law Application of law to business transactions; fundamental ideas of law in general; business forms; contracts; agency; negotiable instruments; and banking law.

3 sem. hrs.

B.L. 306 Business Law Sales; personal property; partnerships and corporations; mortgages; real property; insurance, suretyship; and bankruptcy. 3 sem. hrs.

ECONOMICS

Eco. 104 Economic History of United States A survey of the outstanding developments since the Colonial days in agriculture, banking, transportation, labor and population, foreign trade and tariffs, and marketing. 3 sem. hrs.

Eco. 105 World Economic Geography A basic survey course designed to cover raw materials and industries comprising the fundamental world economy. This course includes considerations of sources of raw materials; methods of growing, producing or mining; uses in commodity form or in industry; importance to domestic economy and in foreign trade; structure and economics of industry; location and importance of principal industrial units. Emphasis will be placed on regional geography, world population problems, trade channels, and world economic competition. 3 sem. hrs.

Eco. 201-202 Economic Principles and Problems A study of the application of the basic economic principles to the business world in operation. Economic structures; production; forms of business enterprise; value and price determination; domestic and foreign trade; money, credit, and banking development distribution of wealth and income; the process of consumption. A careful consideration of the major economic problems of the day such as those related to business cycles, trusts and monopolies, transport, agriculture, labor, business financing, and government regulations. 6 sem. hrs.

Eco. 317 Principles of Transportation This course traces the development of transportation legislation and the regulations of transportation as a national policy. Carriers' obligations with respect to service and rates as well as shippers' rights and remedies are examined. Practical aspects of operating practice under Federal and State regulations are considered. 3 sem. hrs.

Eco. 318 Traffic Management in Industry This course covers the field of Traffic Management; functions of a traffic department; geography of traffic; organization of a traffic department; shipping documents and bills of lading; shipping and receiving departments; export documents; routing of shipments and tracing; tariffs and classifications; negotiations with carriers. 3 sem. hrs.

Eco. 326 History of Economic Thought. A survey of the development of economic thought from the Mercantilists to the present day economists; a study of the Papal Encyclicals. 3 sem. hrs.

Eco. 331 Labor Economics The function of labor in modern industry; the organized labor movement and the essence of collective bargaining; the government and the labor movement; labor relations within and outside the industrial unit; labor legislation; discussion of such general labor problems as child employment, women in industry; economic security for the laboring masses, hours, wages, and accidents. 3 sem. hrs

Eco. 340a-340b Principles of Insurance. A course designed to acquaint the student with the basic principles of general insurance and a survey of the various types of insurance such as casualty, fire, life, health, accident, marine, etc. 6 sem. hrs.

Eco. 350 Economics and Automation. A look at this entirely new concept in technology—self-operating equipment. Principally, a discussion of the economics of automated “thinkers and doers” in various basic industries, and the resulting socio-economic effects. 3 sem. hrs.

FINANCE

Fn. 305 Money and Banking Functions of money, monetary development in United States; nature of functions, and instruments of credit; banking development in United States; the National Banking System; the Federal Reserve System; recent reforms; types and functions of banking institutions. 3 sem. hrs.

Fn. 307 Corporation Finance Structures and forms of different types of business enterprise; the promotion and financing of business; incorporation laws; underwriting securities; working capital; distribution of dividends; financial policies; failures and reorganizations; responsibility of the corporation to its creditors, its shareholders, and the general public. 3 sem. hrs.

MANAGEMENT

Mg. 311 Business Controls An introductory one semester course in business statistics which will provide the managerial student with a broad insight into statistical methods. On the agenda are: index numbers, frequency distributions, measures of central tendency and dispersion, sampling-error theory, secular trend and correlation theory. 3 sem. hrs.

Mg. 334 Personnel Management Organization and functions of the personnel department in modern industry; job analysis, job specification, and job standardization; recruiting; selecting and testing, placing, and training labor supply; wage and salary administration; employee welfare plans; stabilizing employment. 3 sem. hrs.

Mg. 337 Production Management The purpose of this course is to acquaint the student with the basic principles, problems, and practices of the management of industrial organizations. The course covers the organization for production control and formulates principles underlying the establishment of plant layout and facilities. The course considers the principles and problems involved in the various types of manufacturing processes, in the control of materials, labor and equipment. A careful consideration is given to the problems of finance and of internal organization. Case studies and collateral reading provide an opportunity of examining and evaluating managerial techniques in current use. 3 sem. hrs.

Mg. 339 Public Relations This course is designed to acquaint the student with the need for continuous communications between the management of a company and the various internal and external publics whose opinions are significant to the attainment of the company's objectives. Emphasis is placed on public relations as a responsibility and as a function of management. 3 sem. hrs.

Mg. 342 Applied Public Relations This is a technical course in the techniques of good public relations 3 sem. hrs.

Mg. 344 Industrial Psychology An examination of the contributions of Psychology to the study of problems of management in business and industry: measurement of individual aptitudes and skills; analysis of job method; factors affecting work efficiency; special problems of older or handicapped workers; use of financial and non-financial incentives; analysis of organization structures; management — worker — community relations. 3 sem. hrs.

Mg. 346 Administrative Practices This course is designed to coordinate all of the courses of the business program, giving the student the opportunity to solve a series of business problems from the viewpoint of top management. The student will develop overall policies, translate these into administrative and operating rules and regulations, and then see that these are carried out through the lowest levels of management. The objective of the course will be the development of skills in implementing these plans and programs of action through people. 3 sem. hrs.

Mg. 349 Personnel Psychology A more detailed examination of Psychological techniques which are of special interest to the Personnel Executive: use of tests in the selection, placement, and upgrading of employees; training — types and methods; selection and training of supervisors; measurement of attitudes and morale; analysing the effects of group behavior, counselling employees; personnel "accounting"; interpreting personnel data as a guide to management policy. 3 sem. hrs.

Mg. 350-351 Executive Training I and II This course aims to be of practical usefulness to the student who wishes to be successful in industry. It studies the fundamental principles and basic rules of action in dealing with supervisory problems at all levels. Line and staff organizations are defined; industrial relations are a major topic of the course. 6 sem. hrs.

Mg. 353a-353b Industrial Accident Prevention Included in this course is a study of Principles, Philosophy, and Techniques of Industrial Accident Prevention. Methods of inspection, fire prevention, insurance, personal protective equipment, compensation laws, and the methods used in solving various types of accident problems are some of the subjects discussed. 6 sem. hrs.

Mg. 357 Principles of Management This course will deal with the principles of management which are the guides to action. The course material will present management as a basic process; it will develop a common thread to assist managerial thinking and to serve as an effective basis for solution of management problems. 3 sem. hrs.

Mg. 358 Cost Reduction Techniques This course should be of interest to employees working in any type of industry or commercial organization. The course deals with various techniques such as Management Audits, Industrial Engineering, Accounting Controls, Psychological Techniques and Mathematical Models. 3 sem. hrs.

Mg. 365 Principles of Materials Handling The study of the basic principles of materials handling and the application of those principles to specific problems in industry. Actual case studies involving material handling problems in warehouses, manufacturing plants and various types of service industries are presented. 3 sem. hrs.

Mg. 366 Advanced Materials Handling Analysis and breakdown of actual material handling problems covering equipment and system justification. Includes case studies, equipment studies, system programming, plant layout and building design as related to materials handling. Prerequisite: Mg. 365 or by special arrangement with the instructor. 3 sem. hrs.

MARKETING

Mk. 301 Introduction to Marketing I A survey of the institutions and activities in the flow of goods from producer to consumer and of the economic and social forces which affect marketing. 3 sem. hrs.

Mk. 307 Advertising Principles A survey of the advertising function in our business economy and a study of its techniques, for those who plan to use it in their own business, in the promotional activity of their employer, or to better understand marketing and

selling processes. All phases of advertising will be covered, including kinds of advertising; the advertising department within a company; the advertising agency; product, consumer and market analysis; market research; creation of advertisements; copywriting, layout, art, and production; media selection; copy testing; radio and television commercials; advertising and public relations.

3 sem. hrs.

Mk. 308 Advertising Campaigns and Productions Advertising Strategy and budget planning; campaign copy themes and ideas; media scheduling; copy, layout, art, and production; merchandising, sales promotions, and campaign-follow-up. Each student will plan and create a complete advertising campaign during the semester.

3 sem. hrs.

Mk. 309 Sales Promotion To sell more; to make a higher profit; to open new accounts; to increase the size of orders; to reclaim "lost" accounts; to get salesmen to sell the full line; to educate dealers and store personnel; to overcome seasonal slumps; to introduce a new product or model; to utilize advertising to produce results—these are some of the objectives of sales promotion. To plan, budget, schedule, develop, stage, control and evaluate results of sales promotion is the responsibility of the sales promotion manager or the sales executive or manager of a selling organization. Experienced New Orleans sales executives will give practical illustrations of successful sales promotion techniques in addition to regular classroom instruction and discussion.

3 sem. hrs.

Mk. 310 Market Research Market analyses, surveys, measurement of the effectiveness of advertising and sales promotion efforts, and criteria for judging marketing research studies and reports.

3 sem. hrs.

Mk. 312 Sales Supervision For salesmen who aspire to increased responsibility and reward and sales supervisors and managers who wish to objectively evaluate and solve supervisory problems. Critical attention will be paid to planning, organizing, effecting, controlling and evaluating the sales supervision program. Methods of supervision and the use of supervision tools will be discussed. Training of salesmen, motivation and the building and sustaining of morale will receive special emphasis. Study of how to select, train, compensate and evaluate the sales supervisor will complete the course.

3 sem. hrs.

Mk. 320 Retailing The next decade will present some very real problems, but also some very great opportunities for development in retailing. The ever growing increase of our population, the ever increasing complexities of retailing, and the keener competition for the consumers' income make it imperative for the retailer's

leadership to become more skillful in operations and more specific in management. This course will deal with these problems and opportunities. 3 sem. hrs.

Mk. 321 Retail Management This course concerns itself with modern retail management tools like organization of distribution, consumer demand, assortments, turnover, inventory shortages, markdowns, merchandise controls, branch operations, retail research, electronics in retailing, merchandising arithmetic and so forth. 3 sem. hrs.

Mk. 326 Salesmanship A practical course in the basic principles underlying successful selling. Topics treated include personal qualities required for effective salesmanship, analyzing customer needs, the steps involved in making the sale, how to answer objections, closing techniques, sales tools, and others. The principles will be illustrated and applied by means of practice and sales demonstrations. 3 sem. hrs.

Mk. 332 Sales Psychology Methods of influencing customers to purchase materials and services. This course goes into a study of how and why people buy and ways in which they can be influenced into buying. This course studies the new customer in business and at home by going into his problems, interests and ambitions as a human being. While attention is paid to the customer as a human being, the focus also takes up the personality characteristics of the salesman. 3 sem. hrs.

SECRETARIAL SCIENCES

S.S. 001 Elementary Typing A basic course in typing. Credit toward certificate only. 2 sem. hrs.

S.S. 002 Intermediate Typing A continuation of the above course in typing. Credit toward certificate only. 2 sem. hrs.

S.S. 003 Advanced Typing An advanced typing course with emphasis on speed and accuracy. Credit toward certificate only. 2 sem. hrs.

S.S. 004 Elementary Shorthand A basic course in shorthand. Credit toward certificate only. 3 sem. hrs.

S.S. 005 Intermediate Shorthand A continuation of the above course in shorthand. Credit toward certificate only. 3 sem. hrs.

S.S. 006 Advanced Shorthand An advanced shorthand course with emphasis on speed and accuracy. Credit toward certificate only. 3 sem. hrs.

The Gregg system of shorthand is taught in the regular courses. Special arrangements can be made to study the Pittman method.

EVENING DIVISION CLASS SCHEDULE

1st Period — 6:15 - 7:30

2nd Period — 7:35 - 8:50

3rd Period — 8:55 - 10:10

Evening Division students who schedule courses in any other school, college or division of the University must await the approval of the Dean of Faculties before such registrations become valid. The necessary forms may be completed during the registration period.

Unless otherwise indicated, all courses are for three semester hours.

Course No.			Course	Room	Period	Days	Instructor
Fall	Spring						
ACCOUNTING							
Acc.	101	102	Elementary Accounting	S202	1	MW	Redman
Acc.	101	102	Elementary Accounting	S202	1	TT	Ladieu
Acc.	101-102		Accelerated Elementary Acc.	S212	1 & 2	TT	Pareti
Acc.		104	Business Mathematics	M45	1	MW	Legendre
Acc.	205	206	Intermediate Accounting	S202	2	MW	Redman
Acc.	205	206	Intermediate Accounting	S211	2	TT	Staff
Acc.	303	304	Advanced Accounting	S202	2	TT	Ladieu
Acc.	314		Federal Tax Accounting	S212	1 & 2	Fri	Warren
Acc.	315	316	Elementary-Advanced Cost Accounting	S212	3	TT	Chauvin
Acc.	321	322	C.P.A. Coaching	S212	2 & 3	MW	Staff
Acc.	323	324	Auditing Principles and Problems	S202	3	MW	Leftwich
ART							
Art	301	302	Art and Civilization	M45	2	MW	Gordon
BUSINESS COMMUNICATIONS							
B.C.		304	Bus. Written Communications	M42	3	MW	Flood
B.C.	306		Report Writing	M42	3	MW	Fleming
BUSINESS LAW							
B.L.	305	306	Business Law	S200	2	MW	Bologna
B.L.	305	306	Business Law	S200	1	TT	O'Keefe
ECONOMICS							
Eco.	104		Economic History of the U.S.	S200	2	TT	LeGros
Eco.		105	Economic Geography	S200	2	TT	LeGros
Eco.	201	202	Economic Principles and Problems	S211	2	MW	LeGros
Eco.	317	318	Principles of Transportation	M35	3	TT	Daspit
Eco.		326	History of Economic Thought	M36	1	MW	Offerman
Eco.	331		Labor Problems	S211	3	TT	Lamy
Eco.	340A	340B	Principles of Insurance	M35	1 & 2	Mon	Butler
Eco.	350		Economics and Automation	M36	1	MW	Offerman
ENGLISH							
En.	101	102	Basic English	M41	1	MW	Fitzmorris
En.	101	102	Basic English	M31	2	TT	Staff
En.	102	101	Basic English	M36	1 & 2	Fri	Welch
En.	201	202	English Literature	M36	3	TT	Gordon
En.		361	Modern Drama	M35	1	TT	Gordon
En.	391		The Modern Novel	M35	1	TT	Gordon

EVENING DIVISION CLASS SCHEDULE (Continued)

Course No. Fall Spring			Course	Room	Period	Days	Instructor
EXPRESSION							
Ex.	101	102	Fundamentals of Public Speaking.....	M37	1 & 2	Fri	Landrieu
Ex.	201	202	Interpretative Speech.....	WWL	1 & 2	Wed	Vath
Ex.	203	204	Debating.....	M34	1 & 2	Mon	Lopiccola
Ex.		308	Modern Theater.....	M43	1 & 2	Thur	Naylor
Ex.	309A	309B	Play Direction & Production.....	M43	1 & 2	Tues	Naylor
Ex.	310		Advanced Acting.....	M43	1 & 2	Thur	Naylor
FINANCE							
Fn.	305		Money and Banking.....	M34	1 & 2	Fri	Dittmann
Fn.		307	Corporation Finance.....	M34	1 & 2	Fri	Dittmann
HISTORY-POLITICAL SCIENCE							
Hs.	101	102	Survey of World History.....	M41	2	MW	Byrnes
Hs.	201	202	Survey of U. S. History.....	M41	1	TT	Staff
Hs.	377		Rise of Modern America.....	M41	3	MW	Cangelosi
Hs.		378	U.S. Since World War I.....	M41	3	MW	Cangelosi
Art.	301	302	Art and Civilization.....	M45	2	MW	Gordon
Psc.	101	102	American Government.....	M42	2	MW	Fitzmorris
JOURNALISM							
Jr.	201		News Writing.....	M33	1 & 2	Fri	Epstein
Jr.		202	News Reporting.....	M33	1 & 2	Fri	Epstein
Jr.	203	204	News Editing.....	M31	1 & 2	Mon	Epstein
LANGUAGES							
Fr.	101	102	Elementary French.....	M30	2	TT	Van de Vorde
Sp.	201	202	Intermediate Spanish.....	M30	1	TT	Van de Vorde
MANAGEMENT							
Mg.		311	Business Controls.....	M36	2	TT	Myler
Mg.	334	334	Personnel Management.....	M33	1	MW	Kelly, E.
Mg.	337	337	Production Management.....	M33	2	MW	Fleming
Mg.	339		Public Relations.....	M31	1	TT	Drown
Mg.		342	Applied Public Relations.....	M31	1	TT	Drown
Mg.	344		Industrial Psychology.....	M37	1	MW	Kelly, M.
Mg.		346	Administrative Practices.....	M44	2	MW	Storm
Mg.		349	Personnel Psychology.....	M37	1	MW	Kelly, M.
Mg.	350	351	Executive Training.....	M32	1 & 2	Fri	Gauthier
Mg.	353A	353B	Industrial Accident Prevention.....	M34	1 & 2	Tues	Lockhart
Mg.	357		Principles of Management.....	M34	3	MW	Storm
Mg.		358	Cost Reduction Techniques.....	M34	3	MW	Storm
Mg.	365		Principles of Materials Handling.....	S207	1 & 2	Thur	Fuxan
Mg.		366	Advanced Materials Handling.....	S207	1 & 2	Thur	Staff
MARKETING							
Mk.	301		Introduction to Marketing.....	M36	3	MW	Charbonnet
Mk.	307	308	Advertising Principles.....	M36	1	TT	Fielding
Mk.		309	Sales Promotions.....	M37	3	TT	Krefftt
Mk.		310	Market Research.....	M36	3	MW	Charbonnet
Mk.	312		Sales Supervision.....	M37	3	TT	Krefftt
Mk.	320		Retailing.....	M35	1 & 2	Wed	Kuttner
Mk.		321	Retail Management.....	M35	1 & 2	Wed	Kuttner
Mk.		326	Salesmanship.....	M37	2	TT	Krefftt
Mk.	332		Sales Psychology.....	M37	2	TT	Krefftt

EVENING DIVISION CLASS SCHEDULE (Continued)

Course No.		Course	Room	Period	Days	Instructor
Fall	Spring					
MATHEMATICS						
Mt.	102	Fundamental College Math.....	M45	1	MW	Fleming
Mt.	112	Finite Math.....	M45	1	MW	Fleming
Acc.	104	Business Mathematics.....	M44	1	MW	Legendre
PHILOSOPHY						
Pl.	201	Logic and Epistemology.....	M37	2	MW	Staff
Pl.	202	Metaphysics I.....	M37	2	MW	Staff
Pl.	302	General Ethics.....	M37	1	TT	Staff
Pl.	303	Individual and Social Ethics	M37	1	TT	Staff
SCIENCE						
Bl.	103	Cultural Biology (4 semester hours).....	Bobet 310	3	TT	Moore
Ph.	103	Introductory Physics (4 semester hours).....	Phy Lab	3	TT	Strohmeyer
SECRETARIAL SCIENCES						
S.S.	001	001 Elementary Typing.....	SSL	2	MW	Hale
S.S.	002	Intermediate Typing.....	SSL	2	TT	Hale
SS.	003	Advanced Typing.....	SSL	2	TT	Hale
S.S.	004	Elementary Shorthand.....	SSL	1	MW	Kelly, D.
S.S.	005	Intermediate Shorthand.....	SSL	1	MW	Kelly, D.
S.S.	005	Intermediate Shorthand.....	SSL	1	TT	Miranti
S.S.	006	Advanced Shorthand.....	SSL	1	TT	Miranti
SOCIOLOGY						
Sl.	101	Introductory Sociology.....	M34	1	MW	Staff
Sl.	102	Social Institutions.....	M34	1	MW	Staff
Sl.	205	206 Social Problems I & II.....	M34	2	MW	Alexander
Sl.	301	Urban Sociology.....	M46	1	MW	Alexander
Sl.	319	Crime and Juvenile Delinquency..	M46	1	MW	Alexander
THEOLOGY						
Th.	209	Principles of Catholic Morality.....	M42	1	MW	Staff
Th.	210	Mysteries of Faith.....	M42	1	MW	Staff

SPECIAL COURSES

The following courses are non-credit and under no circumstances may they be applied to any type of degree program. Registration for these courses is a simple procedure that is done in the classroom on the first night of class. Tuition is paid in full at the start of the first class. Classes start the week of September 19.

HOW TO BUY STOCKS

How to buy stocks is a practical course in investments that is designed for the "amateur" investor. It will cover all practical Phases of Stock transactions and stock selections.

Tuesdays 7:30—Room M32

Cost: \$20.00 including all textbooks and supplies.

Instructor: Charles Dittmann of the investment firm of Merrill, Lynch, Pierce, Fenner and Smith, Inc.

POLITICAL ACTION

As an introductory and familiarization course in practical politics, "POLITICAL ACTION" is gauged to stimulate a greater and more effective participation in politics by the average citizen. This course will give the student a working knowledge of the mechanics of politics to enable him to participate in politics on an equal basis with the veteran politician. It will also present some ideas for changing the political institution and introduce some new and more efficient ways to perform some of the necessary functions of the political party.

Mondays, 7:30, Room M44

Cost: \$40.00

Instructors: Experts covering all phases of political action.

READING FOR UNDERSTANDING

This is a directed reading activity designed to increase comprehension and speed. Students are thoroughly tested and special attention is given to the development of reading ability in connection with periodicals, current events, and business and professional literature. New Units of reading material are related to past experience of individual students. Bring the September issue of the Readers' Digest to the first class.

Thursdays, 7:00—Room M32

Cost: \$40.00 plus textbook

Instructor: Virginia Welch, assistant Professor of Education.

REFRESHER FOR EXECUTIVE SECRETARIES

This course was instituted at the request of those persons wishing to prepare themselves for the Certified Professional Secretary Examination. But it is open to all persons wishing to prepare for or advance in the career of Executive Secretary. The course will cover such material as principles of economics, business law, accounting, records management, public relations and other topics of interest to executive secretaries.

Wednesdays 7:00, Room M32

Cost: \$30.00 plus text.

ADVANCED MANAGEMENT PROGRAM**DESCRIPTION**

This graduate level Advanced Management program has been established as a service to the New Orleans business community. Its sole purpose is to give the Junior Executive the knowledge, the training, the skills and the techniques necessary to advance to the highest position in his field.

ADVANTAGES

1. Broadened perspective of Management problems resulting in more recognition.
2. Better relations with Superiors through greater appreciation of problems.
3. Better relations with subordinates due to prestige, new techniques, etc.
4. Greater challenge for ambitious people.
5. Unequaled opportunity to become well acquainted with similar personnel from other companies.

FACULTY

The faculty will be recruited from the business community.

REQUIREMENTS FOR ELIGIBILITY

1. A college degree.
2. A recommendation from top level management.

APPLICATION FOR ADMISSION

1. Apply for admission in writing.
2. Submit a complete record of all previous college work.
3. Attach to the application at least one letter of recommendation from someone in the top level of management.

SCHEDULE

Classes will be held on Mondays and Thursdays.
First period—6:30 to 8:00.
Second period—8:15 to 9:45.
Classes start September 19.

COST

1. \$25.00 registration fee paid at the beginning of the first semester.
2. \$75.00 per course.
3. Textbooks.

Tuition must be paid in advance by the semester.

COURSE OFFERINGS**MG. 401 BUSINESS POLICIES AND MANAGEMENT—****FALL, 1961**

The purpose of this course is to discuss the problems of managing a business and establishing policies by dealing with the whole company concept as well as departmental and functional concepts.

The course will help the student to think critically and analytically on the nature of business administration, the dynamic setting, and the appraising of the total outlook of a company.

The course will be built around lectures and discussion of case problems.

MG. 402 MANAGERIAL ACCOUNTING—FALL, 1961

The purpose of this course is to familiarize management level, non-accounting personnel with the accounting methods and tools available for management decisions. It will explain the translation of business operations into dollar and cent accounting reports and will analyze financial statements to re-

late them significantly to the properties and transactions they describe. Useful business ratios and statistics will be investigated. Included will be a review of cost accounting methods, including direct costing and by-product accounting. Practical problems in the preparation and use of budgets will be covered, with the related device of "management by exception." Feasibility studies—when and how to conduct them—will be covered. Also on the agenda are the following topics: difference between income tax accounting and managerial accounting; the new accounting equipment; where to look for defalcations and misappropriations of funds; costs of financing; and current versus historical dollars.

MG. 403 PRODUCTION MANAGEMENT— SPRING, 1962

Production Management will be concerned with developing the most economical methods and plans for manufacturing a company's products. The six major functions to be considered as part of this course are:

1. Plant engineering
2. Industrial engineering
3. Purchasing
4. Production planning and control
5. Manufacturing and
6. Quality control

Each of these functions will be examined to determine:

1. What it is
2. The purpose for which it is used
3. Its relation to other functions
4. Conditions which make the function important.

MG. 404 FINANCIAL MANAGEMENT— SPRING, 1962

Financial Management is concerned with planning, directing, and measuring the results of company monetary operations. The finance function involves securing adequate operating funds at minimum cost; investing surplus funds to best advantage; and maintaining a good pecuniary reputation for the company. Some of the typical subjects to be covered include tax management, credit and collection, insurance, cost accounting and systems and procedures.

MG. 405 MANPOWER MANAGEMENT—FALL, 1960

Manpower management will be concerned with developing and administering policies and programs for providing an effective organization structure, qualified employees, equitable treatment, advancement opportunities, job satisfaction and adequate job security.

MG. 406 MARKETING MANAGEMENT— FALL, 1960

This course will deal with the function of marketing which is concerned with directing and encouraging the flow of goods from producer to consumer. Some of the topics which will be discussed include marketing research; advertising; sales promotion; sales planning; sales operations; physical distribution.

MG. 407 PUBLIC RELATIONS AND COMMUNICATIONS RESPONSIBILITIES— SPRING, 1961

This course is designed to introduce the student to the ex-

ternal relations phase of a company's operations. It will deal with planning, executing and coordinating relationships of a company's representatives with all or selected elements of the public in order to achieve acceptance of the company, its objectives and its conduct.

**MG. 408 RESEARCH AND
ENGINEERING—
SPRING, 1961**

This course will have as its objective the discussion and examination of the problems which are involved in the following three functions:

1. **Research**—exploring nature scientifically for the purpose of increasing knowledge of the universe.

2. **Development**—applying scientific and technologic knowledge to create new or modify existing products and processes so they will best achieve stated performance and economic requirements.

3. **Product engineering**—specifying, interpreting and modifying for manufacturing and marketing purposes the nature, performance and quality characteristics of products.

LOYOLA UNIVERSITY — NEW ORLEANS 18, LA.

APPLICATION FOR ADMISSION

This form must be completed by all new students wishing to enroll for credit. It should be returned to the Registrar, Loyola University, as soon as possible. Registration for credit is not complete until this form is received, all transcripts evaluated, and the applicant informed of his acceptance.

Date _____ 19 _____

1. Name in full:
Mr., Miss, Mrs. _____
First Middle Last

2. Local address _____
No. and St. (or R.F.D.) City or Town, Zone, State Phone No.

3. Place of birth _____ Date of birth _____
City or Town State

4. Nationality _____ 5. Religion _____

6. Graduated from _____ High School
Location _____ Date _____

7. List in chronological order all high schools attended:
Name of School _____
Name of School _____
Name of School _____
Location _____ Years Attended: 19 _____ to 19 _____
Location _____ Years Attended: 19 _____ to 19 _____
Location _____ Years Attended: 19 _____ to 19 _____

8. Have you ever applied for admission to any other University or College? If so, give name of that Institution _____
Date of application _____ Did you attend? _____ How many semesters? _____
If answer is "no", why did you not attend? _____
If answer is "yes", request colleges concerned to send transcripts to Registrar, Loyola U.

10. Please check: Married _____ Single _____

11. Please check: Veteran _____ Non-Veteran _____

12. Name and Address of Employer _____

13. Position in Firm _____

14. References: Give the names and addresses of three persons. (your pastor, recent teachers, and alumni of this University are satisfactory references.)

(a) _____
(b) _____
(c) _____

Signature of applicant _____

LOYOLA UNIVERSITY — NEW ORLEANS 18, LA.

This form must be used by those who wish to enroll in a credit program and have never previously attended any other college or university. It is to be completed by the applicant's high school principal and returned by the principal to the Registrar, Loyola University, no later than three weeks prior to registration.

Applicant's Name _____

Address _____

City _____ Zone _____ State _____

SUBJECTS	Year Student	No. of Weeks	Periods Per Wk.	Grade	Units	SUBJECTS	Year Student	No. of Weeks	Periods Per Wk.	Grade	Units
English—1st Year						Economics					
Second Year						Arithmetic—Comm.					
Third Year						Algebra—Elementary					
Fourth Year						Advanced					
Speech						Geometry—Plane					
Greek—First Year						Solid					
Second Year						Trigonometry					
Third Year											
Latin—First Year						Physics					
Second Year						Laboratory					
Third Year						Chemistry					
Fourth Year						Laboratory					
French—First Year						Biology					
Second Year						Laboratory					
Third Year						General Science					
Fourth Year						Laboratory					
German—First Year											
Second Year											
Third Year											
Fourth Year											
Italian—First Year						Other Subjects					
Second Year											
Third Year											
Fourth Year											
Spanish—First Year											
Second Year											
Third Year											
Fourth Year											
History—Ancient											
Medieval											
Modern											
English											
United States											
Civics											
Comm. Geography											

Graduated from _____ High School, _____, in the _____, { lower upper middle }
 third of the class. The applicant is (is not) recommended for admission to college courses.

Grade required for recommendation _____ Passing grade of school _____ Length of class period _____

Grading system of school _____

PLEASE INDICATE TRANSCRIPTS PREVIOUSLY ISSUED:

College _____ Location _____

Date _____ Signed _____ (over) _____ Principal _____

PERSONALITY RATING

This information is to be given by the Principal of the High School from which the
applicant graduated

- | | Below Avg. | Avg. | Above Avg. |
|---|------------|------|------------|
| 1. Intellectual Ability
As judged by grades obtained or by your knowledge of the student in view of certain possible handicaps as suggested in Number 11. | | | |
| 2. Industry
Consistent in application to work, ability to concentrate, methodical in study, eager to learn. | | | |
| 3. Ambition
High ideals, eager for superior achievements, definite in purpose. | | | |
| 4. Judgment
Unbiased in judgment, correct in analysis of situations, deliberate, circumspect. | | | |
| 5. Initiative
Originality, enterprise, resourcefulness. | | | |
| 6. Personality
Pleasing appearance, good manners, friendliness, tact, well liked by others. | | | |
| 7. Social Characteristics
Honest, truthful, of good habits, dependable, fair, respectful of authority. | | | |
| 8. Leadership
Trustworthy in exercising authority, executive ability, good influence on fellow-students, knack of inspiring enthusiasm in a project, recognized as a leader of students. | | | |
| 9. School Spirit
Loyalty to the school, cooperation in school activities, ready submission to regulations. | | | |
| 10. What special recognition has he merited for excellent school work—honors, prizes? | | | |
| <hr/> | | | |
| <hr/> | | | |
| 11. Is his school record a true index of his scholastic ability, or have illness, outside work, extra-curricular activities, or other circumstances caused him to do work somewhat inferior to what he otherwise would have done? | | | |
| <hr/> | | | |
| <hr/> | | | |
| 12. In your judgment, should the applicant undertake a college course? | | | |
| Yes..... No Doubtful..... | | | |

Remarks

Signed

Principal

LOYOLA UNIVERSITY BULLETIN

6363 ST. CHARLES AVENUE

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